



Terms and Conditions for the sale of tickets through the corporate affinity partner scheme ("Terms") for Alton Towers Resort, Chessington World of Adventures Resort, The London, York, Edinburgh and Blackpool Tower Dungeons, The Blackpool Tower Eye, The Blackpool Tower Circus, The Blackpool Tower Ballroom, LEGOLAND® Windsor Resort, LEGOLAND® Discovery Centre Manchester, Madame Tussauds London and Blackpool, the SEA LIFE Centres & Sanctuaries in the UK (Birmingham, Great Yarmouth, Loch Lomond, Blackpool, Gweek, Oban, Brighton, Manchester, Scarborough and Hunstanton), SEA LIFE London Aquarium, Weymouth SEA LIFE Adventure Park & Jurassic Skyline, THORPE PARK Resort, Warwick Castle, the Coca-Cola London Eye and DreamWorks Tours Shrek's Adventure! London (individually an "Attraction" and collectively "the Attractions") which are owned and/or operated and/or managed by the Merlin Entertainments Group and on behalf of which Merlin Entertainments Group Limited (company number 05022287) ("Merlin") is entering into these Terms.

1. Merlin is offering your company's/your clients' companies employees/members the chance to experience its Attractions at the discounted prices (as notified by Merlin to your company from time to time) relevant to each Attraction ("the Offer"). The Offer shall not be advertised outside of your company/your clients' companies and must only be communicated to your company's/your clients' companies employees/members together with details of these Terms. In the event that details of the Offer are communicated or made available outside of your company/your clients' companies, Merlin reserves the right to suspend the Offer for such period as is necessary, in its discretion, to investigate such incident and provide an alternative reference to be used in relation to the Offer.
2. Tickets for the Attractions will be available for your company's/your clients' companies employees/members to purchase from Merlin either: (a) via the telephone number which Merlin shall notify to your company from time to time ("Telephone"); or (b) through a website operated by Merlin ("Website").
3. To make a booking by Telephone using the Offer, your company's/your clients' companies employees/members should call the relevant number for the Attraction (as notified by Merlin to your company from time to time) and quote the reference provided. To enable Merlin to make available the Offer via the Website and to facilitate the Booking (as defined below), your company undertakes to include a link on its website, subject to Merlin's approval, which directs your company's/your clients' companies employees/members to the Website so that they can purchase the Offer using a unique code supplied by Merlin from time to time. Your company shall be responsible for all costs associated with the creation, implementation and maintenance of the link on its website. All prices are subject to change and will vary depending on the day and time of the visit. Payment will be requested over the Telephone or made via the Website (as applicable) and all major credit cards are accepted. The cost of tickets will be inclusive of VAT at the prevailing rate.
4. Merlin will take details of the requested date of the visit, the Attraction and the number of tickets required ("the Booking"). Proof of company employment/membership may be requested. All

Bookings must be made at least 24 hours before the date of the visit. The Offer is not available on arrival at the Attraction. The Offer cannot be used in conjunction with any other offer, voucher or discounted entry. Merlin reserves the right to close any Attraction in part or in whole throughout the year without prior warning.

5. Following a successful Booking, Merlin will send to your company's/your clients' companies employees/members within a reasonable period of making the Booking, either tickets in the post or a booking reference number by email, depending on how the Booking was made. With regard to Bookings made by Telephone, it shall be determined by Merlin, at its election, whether to send tickets in the post or send a booking reference number. In relation to Bookings made via the Website, a booking reference number will be provided by email. The tickets will need to be brought with your company's/your clients' companies employees/members and presented at the relevant Attraction in order to gain entry to the Attraction. The booking reference will need to be printed by your company's/your clients' companies employees/members and exchanged for an entrance ticket upon arrival at the relevant Attraction in order to gain entry. Risk of loss or theft of tickets sent in the post shall pass to the addressee at the time the tickets leave Merlin's possession. Your company's/your clients' companies employees/members may wish to ensure that they have adequate insurance cover for all such tickets. Tickets cannot be exchanged or refunded, and are valid for the 2016 season only.
6. All persons visiting the Attractions do so subject to the terms and conditions of entry for each Attraction and your company hereby undertakes to notify your company's/your clients' companies' employees/members of this. Terms and conditions of entry for the Attractions are available at www.altontowers.com; www.THORPEPARK.com; www.chessington.com; www.warwick-castle.com; www.LEGOLAND.co.uk; www.LEGOLANDDiscoveryCentre.co.uk; www.visitsealife.com; www.thedungeons.com; www.madametussauds.com/london; www.madametussauds.com/blackpool; www.theblackpooltower.com; www.sealifeweymouth.com; www.shreksadventure.com; www.londoneye.com.
7. All of Merlin's intellectual property rights in relation to the Attractions or any other material supplied to your company are reserved. If your company wishes to use any name, logo or other intellectual property belonging to Merlin in whatever form and for whatever purpose, this must be first approved by Merlin in writing in its sole discretion.
8. If your company is classed as a 'benefit provider', you must disclose your database. This is to ensure that Merlin is not duplicating any messages and also to check against Merlin's sponsors.
9. These Terms apply until further notice. The Offer may be withdrawn at any time at Merlin's discretion, without liability. However, in this circumstance, any tickets bought using the Offer before withdrawal will be honoured.
10. It is hereby agreed and acknowledged that your company is only permitted to promote the Offer online in the event that your company obtains the prior written permission from Merlin in writing (except, such permission is not required where your company promotes the Offer via agreed "closed user group portals") and provided always that your company adheres to the terms notified to you by Merlin from time to time. For the purposes of these Terms, "closed user group portals" means those approved internal channels utilised by your company to communicate information to your company's/your clients' companies employees/members only.

Marketing Guidelines

When promoting the Merlin corporate discounts the use of all pricing, logos, visuals and copyright are subject to Merlin guidelines. You must seek prior written authorisation from Merlin before advertisements are distributed or displayed to your company's/your clients' companies employees/members.

Please send all marketing materials for approval to your account manager.

Please allow a **minimum of 72 hours** for artwork to be approved or amends to be advised. Insufficient notice may mean we are unable to approve artwork; consequently the offers will need to be withdrawn from the communication. For the avoidance of doubt, if approval is not provided by us within the time frames notified, then such artwork and/or advertisement shall be deemed not approved and you shall not be permitted to display or distribute the same.

Please refer to the following brand guidelines check list to reduce the number of initial amends required.

- All Attractions' names must be referred to as indicated.
- The Dungeons is the collective name for the London, Edinburgh, Blackpool and York Dungeons, if referring to one site only please adjust the name to e.g. the London Dungeon.
- If "the Dungeons" is appearing outside of body text an upper case "T" must be used e.g. in titles. In all other cases the "t" should be in lower case.
- Please ensure when the LEGOLAND® Windsor, LEGOLAND® Discovery Centre Manchester or LEGOLAND® Holidays logo is used the following legal notice is displayed: **LEGO, the LEGO logo DUPLO and LEGOLAND are trademarks of the LEGO Group. © 2016 The LEGO Group.**
- Please ensure all visuals for Madame Tussauds are accompanied with the following legal notice: **The images shown depict wax figures created and owned by Madame Tussauds.**
- Please ensure that logos and visuals are not stretched, cut or distorted.
- In all copy Shrek's Adventure! London should be referred to as DreamWorks Tours Shrek's Adventure! London.
- In all copy the London Eye should be referred to as the Coca-Cola London Eye.

Extended copy, visuals and logos can be found at www.merlinmediabank.com

Signed as acceptance

NamePosition.....

Company

Date/...../2016